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MAY 27 1944 CAMPAIGNS REPORT NO. 4

May 5, 1943

U. S. DEPARTMENT OF AGRICULTURE

RATIONING AND PRICE CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<b>RADIO</b>		
Series of skeleton scripts (or script outlines) for field use on local radio shows. Subject to be farmer's part in rationing, price control, meat grading, anti-black market campaign, etc.	Heinen, AAA	Being planned
Radio Round-up on Food "Ration Stamps for Country Butter"	FDA Cohan	Wired to field May 5
Consumer Time "Cents-per-pound Meat Ceilings"	FDA Ashman	Scheduled for broadcast May 15
"Rayon Hosiery" (Ceilings and Standards)	FDA Ashman	Scheduled for broadcast May 22
"Ration for Babies"	FDA Ashman	Scheduled for broadcast May 29
Fifty ration spots to go on the air while War Ration Book III is being distributed. To be sent out through OWI to all radio stations.	CPA	In preparation
Farm and Home Hour - Blue Network "Sugar and Spice for Home Canning"	BHM & HE Van Daman	In preparation
Homemakers' Chats "Home Canning Regulations"	OI, Wharton	In preparation
"Point-Free Meats"	OI, Douglass	In preparation
<b>PUBLICATIONS</b>		
99 Ways to Share the Meat Reprint of the leaflet originally published for the voluntary share-the-meat campaign. Revision to bring it up to date under point rationing prepared and submitted for printing.	BHM & HE	Submitted for printing April 17.
Fats in Wartime Meals Popular publication similar to "99 Ways to Share the Meat. Contains statement on place of fat in the diet. Suggests thrifty use of fats on table and in cooking.	BHM & HE VanDaman	In press



Subject	Assigned	Status
<u>Campaign handbook covering all rationed foods.</u>	OPA	Due May 10
<u>"War Rations for Americans"</u> - 16-page picture book explaining rationing.	OPA	In preparation - tentative release date June 15.
<u>Simplified Table of Point Values for Blue-Stamp Rationing.</u>	OPA	In preparation
<u>Campaign handbook on gasoline and fuel oil conservation. Section on farm use.</u>	OPA	In preparation
<u>Consumers' Guide</u> (8 items in News Letter for May, one article for May, and one article for June - all listed in campaign report No. 3)	FDA	In clearance
<u>Rationing Facts</u> A compilation of data on all rationing programs from their inception to May, 1943. Includes information on the number of stamps in circulation in each program, the numbers of cars, tires, pounds of sugar, etc., that have been rationed.	OPA	In preparation
Catalog of rationing information -- <u>"What is Rationed and How to Get It"</u>	OPA	Turned over to OWI (Irving Geis) for issuance as a War Graphic
<u>"Meat" (publication)</u>	OPA	On press
Tabloid <u>"Pennies and Points"</u>	OPA	Work started on layout
Folder on <u>"How to Obtain Sugar for Home Canning"</u>	OPA	To be printed according to suggested form by OPA regional offices. Copies to be obtained from regional offices of OPA
Stuffer to accompany War Ration Book III urging strict compliance with rationing and price regulations. Approximately 50 million copies to be printed. One stuffer to be inserted with each War Ration Book III mailed.	OPA	In preparation
Filled-out application form for Ration Book III, showing how to use.	OPA	In preparation



Subject	Assigned	Status
<b>ADVERTISEMENTS</b>		
Series on car-sharing, three of which are aimed at farmers. These three will be made available in mat form to rural papers through Meyer-Both.	OPA	In preparation
Series on food rationing. All designed for local sponsorship. (Meyer-Both)	OPA	Finished art, layout and copy approved
<b>FIELD</b>		
Statement interpreting amendment to meat rationing regulation which permits use of custom slaughter facilities by farmers without surrender of ration stamps.	BAI & ES Ken Warner	Cleared - being held for issuance of amendment
Explanation for farm women on "How to Sell Home-Canned Foods under Rationing Regulations."	OPA	In preparation
Home-Canning Regulation. Field information memoranda, radio programs, leaflets and bulletins are being held pending release of the regulation.	OPA	In clearance - to be released during week of May 10
Statement to farm slaughters that they have been authorized by amendment to meat grading regulations to grade meat from animals they slaughter.	OPA	In preparation
<b>GENERAL</b>		
OPA housewife shows how to shop under food rationing. Picture story featuring Mrs. Crowlie, to be shot by Associated Press for general feature release.	OPA	Arrangements completed
Spots for restaurants to use on their menus. To be distributed by various restaurants and hotel associations and reproduced by them.	OPA	In preparation
MGM Theatrical Short on Inflation.	OPA	Release date - August
Line drawing of Ration Book III showing each type of ration stamp. For general release.	OPA	In production



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<u>VICTORY GARDENS CAMPAIGN</u>		
PRESS		
Series of stories on Care of Garden for NEA.	Mrs. Pitt	Delivered
Series of stories on Fall Gardens for NEA.	Mrs. Pitt	Delivered
AWI Leaflet on Home Canning.	VanDeman	Sent to GPC May 1.
<u>MACHINERY AND TRANSPORTATION CAMPAIGN</u>		
Information kits on machinery and transportation for local use.	Harold Lewis	In preparation
Cotton bale covering situation.	Lewis	In clearance
Custom use of farm machinery (delayed further)	Lewis	In clearance
Fertilizer situation	Lewis	In clearance
Bindertwine, hay rope, and farm cordage situation.	Lewis	Ready to go.
Control of use of pyrethrum insecticides.	Lewis	Released May 1.
Temporary freeze on organic nitrogen materials.	Lewis	Released May 4.
Chemical nitrogen for corn and cotton.	Lewis	Released Apr. 30.
<u>NUTRITION AND FOOD CONSERVATION CAMPAIGN</u>		
WNU piece on Nutrition Wheel.	Solomon	Planned
WNU piece on local nutrition committees	Van Horn	Planned
Article on how grocers can help in point-of-sale promotion of the nutrition program for Retail Grocers Association convention number.	Solomon	In clearance
Briefs about food and nutrition for OWI radio use. To be a weekly service.	Fairfield	Finished
AMERICAN MAGAZINE has assigned a piece on infant feeding for better nutrition and higher industry.	Nichols	Arranged



<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Ad on nutrition for Meyer-Both	Bassler	In preparation
McCALLS will give a plug to build consumer demand for enriched family flour in July issue.	Nichols	Arranged
Grand Rapids, Mich., suggested to CLICK as a community to get a good story on how local nutrition committees operate.	Nichols	Suggested
"Wartime Living Demands Wise Eating" lead piece in CONSUMER GUIDE news letter.	Solomon	May issue
"Shopping is a War Job How" an interview with several families which uncovered some interesting nutrition consciousness. CONSUMER GUIDE.	Solomon	June issue
"Canning in Glass in '43" CONSUMER GUIDE	Van Horn	June issue
"Radford Does a Town-Sized Job" an excellent example piece on how local nutrition committees work. CONSUMER GUIDE	Van Horn	June issue
Dramatic skit on nutrition for school and club presentation.	Clark	Ideas in
INS Radio Basic Seven	Cohan	Finished
M.L. Wilson on Food Conservation, Consumer Time	Ashman	May 8
Squib in radio roundup	Cohan	Finished
Dr. Sebrell "Food for the Working Adolescent" on Highways to Health program.	Molohon	May 1
Consumer Time program on nutrition	Ashman	May 1

PRODUCTION GOALS CAMPAIGN

Controlling coccidiosis in cattle.	Burch, ARA	In clearance
Converting wheat into meat.	Burch, ARA	In clearance
Preventing lungworm disease in cattle.	Burch, ARA	In clearance
Fast feathering and broiler production (based on new leaflet)	Burch, ARA	In clearance
Farmers can make grass silage without molasses or acids.	Richardson, ARA	In clearance



Subject	Assigned	Status
Food production story.	Mrs. Beckman, AAA	In preparation for WNU
Vegetable price, info. background	Stewart, AAA	In preparation
Hog production, info. background	Richter, AAA	In clearance
Food for Civilians -- the "Ifs of Production."	Mrs. Beckman, AAA	In preparation for New York Times
Livestock-Feed Situation. Speech W.C.C.O. - Salisbury.	Richter, AAA	In clearance
Consumer piece on price support.	Emerson, AAA	In preparation
Food production speech, M. Clifford Townsend.	North, AAA	In clearance
Press release, price supports for Hay Seeds.	Hill, AAA	In clearance
Radio shorts on price support and payment crops. Brief 75 word statements.	Stewart, AAA	In preparation
Picture stories. On vegetable production.	Pace and Beckman	In preparation
Display card for food production campaign.	Radford, SCS	In preparation
Egg production posters.	Sill, AAA	In preparation
Full photo page -- hog production.	Roy Beckman, AAA	In preparation for AP.
Chicken brooding and rearing program of "Poultry Conservation for Victory" -- article for poultry journals.	ARA(Dr. Carpenter)	Ready for publication
Limited vs. full feeding in Record of Performance tests for beef cattle -- article for Jour. Animal Science.	ARA(Knapp and Baker)	Ready for publication
Improving poultry through National Poultry Improvement Plan. -- revised MP 317.	ARA (Zumbro)	June 15
Incubation and Brooding of chickens. -- revised FB 1538	ARA (Lee)	2-3 weeks
Circular on Corn-Molasses Mixtures vs. Corn for Cattle.	ARA(McComas)	In preparation



Subject	Assigned	Status
Feeds for Fattening Cattle Before and After Weaning.	ARA (Hazen)	In preparation
Grass seed production. -- AWI leaflet.	ARA (BPI&SAE)	In preparation
Cottonseed oil production -- AWI leaflet.	ARA (BPI&SAE)	In preparation
Protecting potatoes from late blight. --- AWI leaflet.	ARA (BPI&SAE)	In Office of Information
Early July is the deadline for fighting peanut diseases.	ARA (Gaper) has copy	In clearance
Peanut bulletin stresses proper harvest for best returns.	ARA (Gaper)	In clearance
New fiber flax bulletin helps growers of wet crop.	SEA (Gaper)	Cleared
Care and use of rope discussed in new bulletin.	ARA (Gaper)	In preparation
Background piece on WHA plans for control of corn movement.	Geo. Snell, FDA	In clearance
RADIO		
<u>Farm and Home Hour:</u>		
Poultry Conservation Campaign (announcement)	ARA (Burch)	For use 5-6
Protein feed conservation.	ARA (Burch)	In preparation for use 5-6
<u>Bulletin Board Items (Farm and Home)</u>		
Plazaood ) Boysenae )	Stewart, AAA	Cleared
<u>National Radio Forum (Blue Network)</u>		
Secretary Wickard -- "Importance of Farm Safety in War Time Farming"	Key Hart, OF	May 5
"Headlines from Washington" (Atlantic Coast Net)		
Horse Salisbury -- "Food Production in 1943"		May 6
Farm Flashes on Chicken brooding and rearing.	ARA (Burch)	In preparation



<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Substitutes for dried skim milk in feeding poultry	ARA (Burch)	In preparation
<u>Farm Flashies:</u>		
Careful Use of Feed	Reynolds, OI	In clearance
Plans for More Feed	Reynolds	In clearance
Overstocking the Range	Reynolds	In clearance
Dairy Herd Improvement	Reynolds	In clearance
Saving Time of Milking	Reynolds	In clearance
Maintenance of mature steers on pasture	ARA (BAI)	Under consideration
Diseases of sheep and goats	ARA (BAI)	In preparation
Converting wheat into meat	ARA (Burch)	In preparation
Effect of progeny testing on swine improvement.	ARA (BAI)	In preparation
Fundamentals of animal breeding	ARA (BAI)	In preparation
Side placement of fertilizer	ARA (Capen)	In preparation
New war work - description of new portable exhibit (release)	Burch, ARA	In preparation
New sugar-beet blanketing bulletin now ready	ARA (Capen)	Cleared
New fiber flax bulletin helps growers of war crops	ARA (Capen)	Cleared

#### ANTI-BLACK MARKETS CAMPAIGN

Checked and approved "Take One" to be issued by OWI.	Howell	Ready to go
Supplement to Black Market Handbook on Meats. Supplement includes information on black markets in eggs and poultry.	Howell	Checked, corrected and approved.